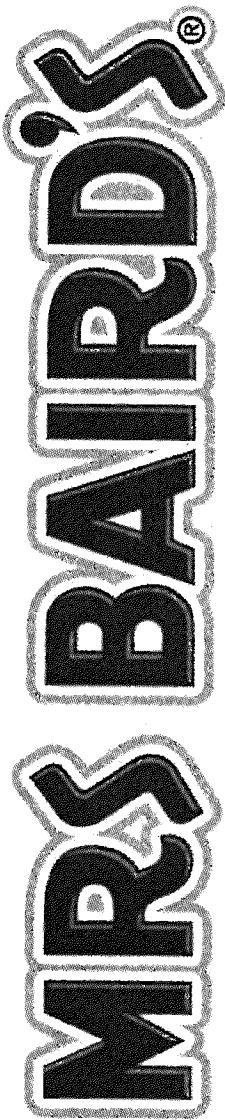


Exhibit 14



Wheat Bread Research
~ Preliminary Slides ~

December 8, 2011

Prepared by:



MRS BAIRD'S

Wheat Bread Claims

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Nutritional Claims Ratings (Interest - Top-Two Box)

Of Most Interest

Made with whole grains

High in fiber

Heart healthy

Good source of calcium

Good source of antioxidants

Contains more vitamins, such as A, D, B6, and E

Does not have preservatives

Low in calories

Low in fat

Does not have artificial flavors

Does not contain bleached or refined flour

No high fructose corn syrup

Low in sugar

Does not have artificial colors

Low in sodium

Low in carbohydrates

Low in salt

Contains minerals, such as magnesium, zinc, and folic acid

Has no ADA (Azodicarbonamide)

Gluten free

Of Least Interest Decision Analyst

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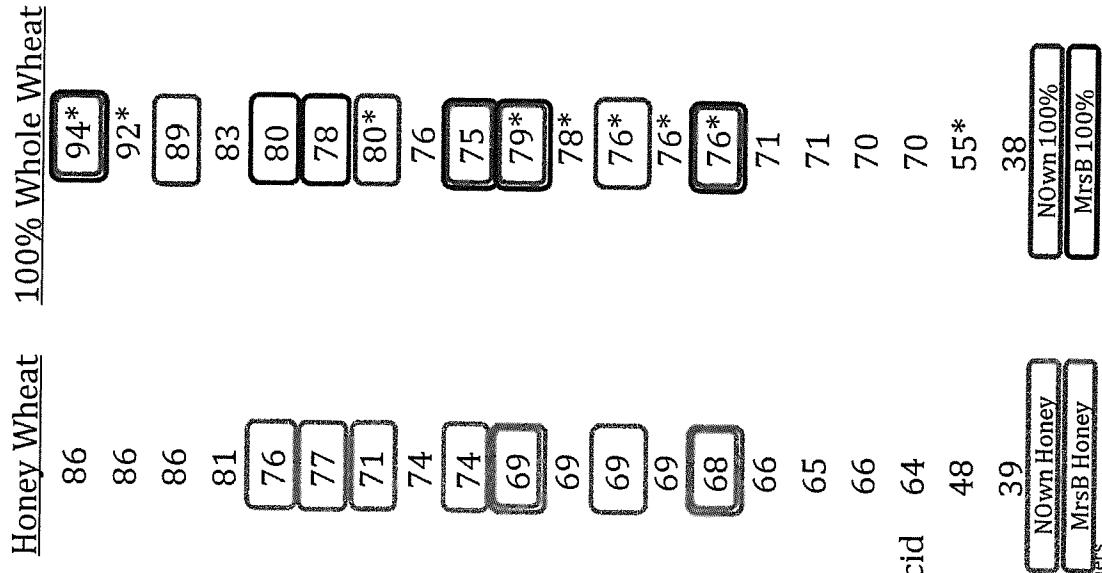
Base:

P1

3

MrsA 100%

MrsB 100%



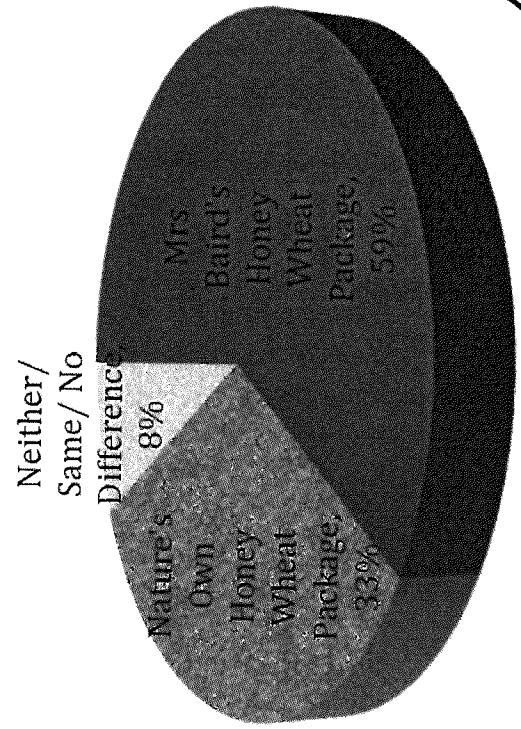
P1 Respondents; n = 271 Honey Wheat Consumers; n = 271 100% Whole Wheat Consumers
Base: P1 Q13. What effect, if any, would each statement have on your interest to buy [100% Whole Wheat/Honey Wheat] bread?

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Decision Analyst

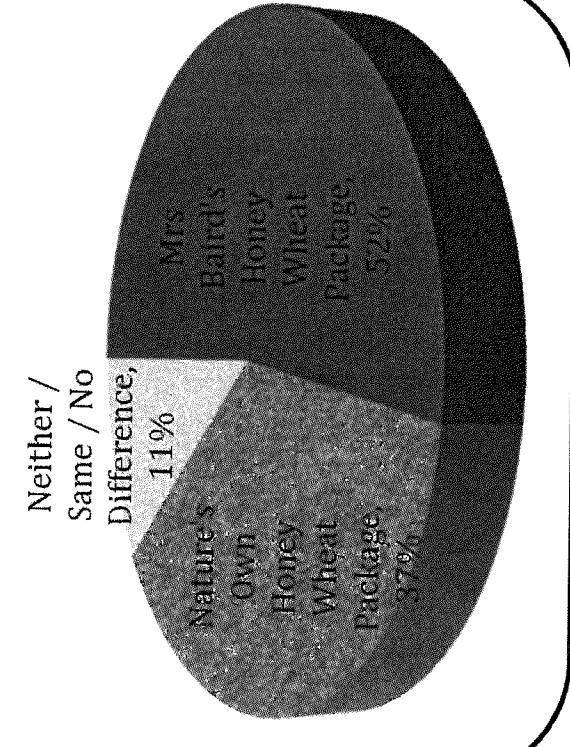
Claims Benefits Package Comparisons

- Honey Wheat consumers preferred the group of claims on the Mrs Baird's Honey Wheat package more than the group of claims on the Nature's Own Honey Wheat package.
- The same thing occurred with the 100% Whole Wheat package claims comparison.

Honey Wheat Package Comparison



100% Whole Wheat Package Comparison



Base: P2 Respondents; n = 234 Honey Wheat Consumers; n = 239 100% Whole Wheat Consumers
Question: P2 Q8. Each of these packages contains several benefits messages. Thinking about the benefits highlighted on each package, which group of benefits would you say is most appealing?

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Claims Benefits Package Comparisons

- Consumers who prefer the Mrs Baird's package claims tend to like *Rich in antioxidants.*
 - 100% Whole Wheat consumers liked *Certified by the American Heart Association* the best.
- The most appealing claim on either Nature's Own package was *No high fructose corn syrup.*

Mrs Baird's 100% WW Wheat Package Claims

Ranking

- #1: Certified by the American Heart Association
(Low in saturated fat & cholesterol) (36%)
- #2: Rich in antioxidants (27%)
- #3: 15 grams of whole grain per serving (22%)
- #4: Vitamins A & E (11%)
- #5: No artificial colors or flavors (4%)

Nature's Own 100% WW Wheat Package Claims

Ranking

- #1: No high fructose corn syrup (56%)
- #2: No artificial preservatives (21%)
- #3: 14 grams of whole grain per slice (9%)
- #4: Heart healthy (9%)
- #5: No artificial colors or flavors (6%)

Mrs Baird's Honey Wheat Package Claims Ranking

- #1: Rich in antioxidants (53%)
- #2: Vitamins A & E (29%)
- #3: No artificial colors or flavors (13%)
- #4: Good source of Vitamin B1 Thiamin (4%)

Nature's Own Honey Wheat Package Claims Ranking

- #1: No high fructose corn syrup (46%)
- #2: No artificial preservatives (36%)
- #3: No artificial colors or flavors (18%)

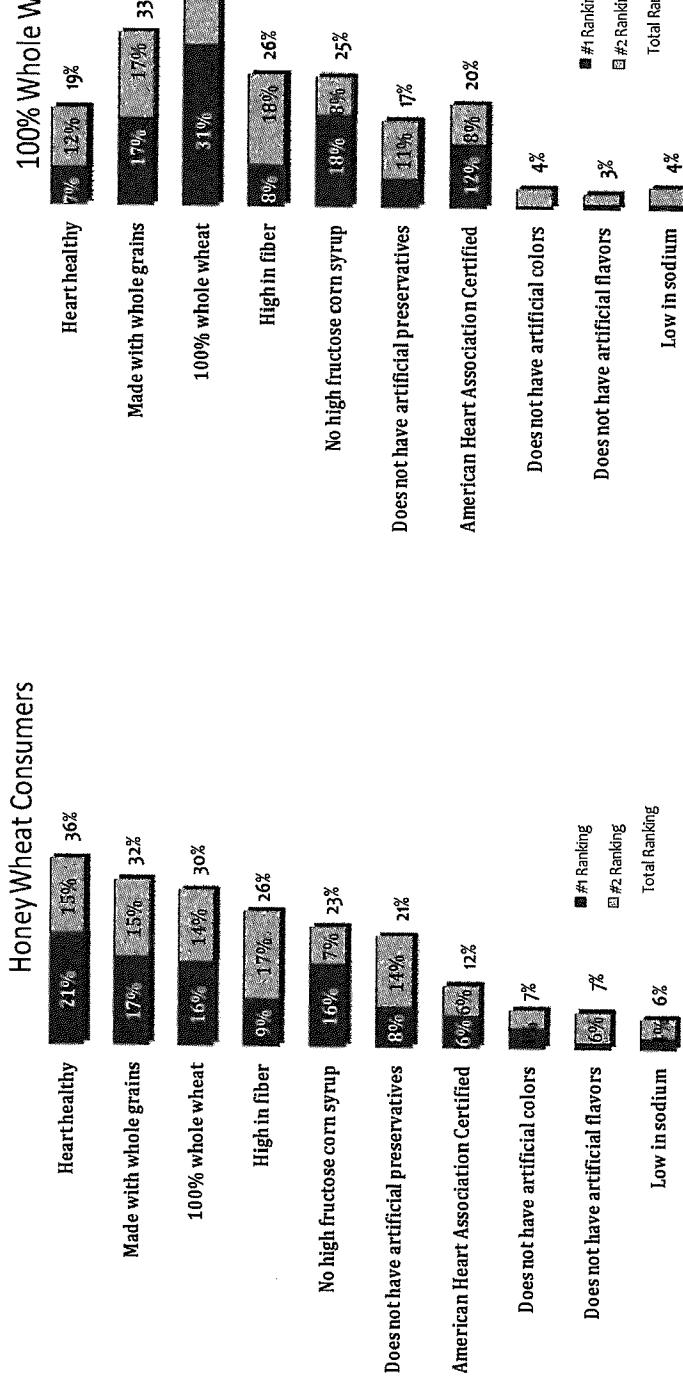
Base: P2 Respondents; n = 137 Preferred Claims on the Mrs Baird's Honey Wheat Package, n = 78 Preferred Claims on the Nature's Own Honey Wheat Package, n = 125 Preferred Claims on the Mrs Baird's 100% Whole Wheat Package, n = 88 Preferred Claims on the Nature's Own 100% Whole Wheat Package

Question: P2 Q9. Which one benefit message from the package you selected would most influence your likelihood to buy that brand?

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Nutritional Claims Rankings

- Honey Wheat consumers are most interested in buying wheat bread that claims to be *Heart healthy*. *Made with whole grains* and *100% whole wheat* are also claims that prompt interest.
- 100% Whole Wheat* consumers, on the other hand, are most interested in wheat bread that is *100% Whole Wheat*. *Made with whole grains* is also interesting to this group.

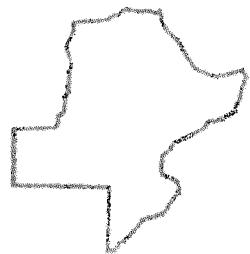


Base: P2 N = 473 Total Respondents, with n = 234 Honey Wheat Consumers and n = 239 100% Whole Wheat Consumers
 Questions: P2 Q43. Which of the following statements would make you most interested in buying [Honey Wheat/100% Whole Wheat] bread?
 P2 Q44. Now consider the other statements. Which of the remaining statements would make you most interested in buying [Honey Wheat/100% Whole Wheat] bread?

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Local Claims Statement Ratings

- Approximately 2/3 of respondents would be persuaded by a local Texas statement (one-third of respondents would not).
- Honey Wheat consumers preferred *A Texas tradition since 1908.*
- 100% Whole Wheat consumers, on the other hand, preferred *Texas Born. Texas Bread.*



Honey Wheat Consumers 100% Whole Wheat Consumers		
A Texas tradition since 1908	30%*	21%
Texas Born. Texas Bread.	21	26
A Baking Tradition since 1908	13	16
Native Texan	5	3
Go Texan.	1	1
None would influence my decision	30	33

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Current Package Test

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Current Package Test Summary

- The current **Nature's Own package scored higher** than the current Mrs Baird's package on all key package test metrics. This was true for both the Honey Wheat and the 100% Whole Wheat packages.
- It was easier for consumers to find and read the nutritional facts and ingredients on the current **Mrs Baird's packages compared to the current Nature's Own packages.**
- It was more difficult, however, for consumers to find the expiration date on the Mrs Baird's packages than on the Nature's Own packages.
- In general, **consumers liked the Nature's Own logo better than the Mrs Baird's logo.**
- **100% Whole Wheat consumers liked the appearance of the grains on the top of the Mrs Baird's loaf,** and they also liked the shape of the loaf and thought the loaf felt fresher.

MRS BAIRD'S**Current Package Test Ratings**

	Mrs Baird's Honey Wheat	Nature's Own Honey Wheat	Mrs Baird's 100% Whole Wheat	Nature's Own 100% Whole Wheat
A				
B				
C				
D				
Overall rating (top-two box)	93	96	90	96
Package preference	31	53A	40	49C
Likelihood to notice package (top-two box)	83	91A	84	86
Likelihood to notice name of brand (top-tow box)	90	94	87	94C
Persuasion to buy (top-two box)	67	77A	63	70

Base: P2 N = 473 Home-Use Respondents, with n = 234 Honey Wheat Consumers and n = 239 100% Whole Wheat Consumers

Questions: P2 Q1. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the package?

P2 Q2. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the name of the brand on this package?

P2 Q3. If you saw this package in a store, would it persuade you to buy the brand? Based only on this package, would you...?

P2 Q4. What is your overall rating of the Mrs Baird's package design?

P2 Q10. Which of these two packages do you like the best, overall?

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New Package Test

New Package Test Summary

- Consumers preferred the new package with the stacked logo and wheat stalk image.

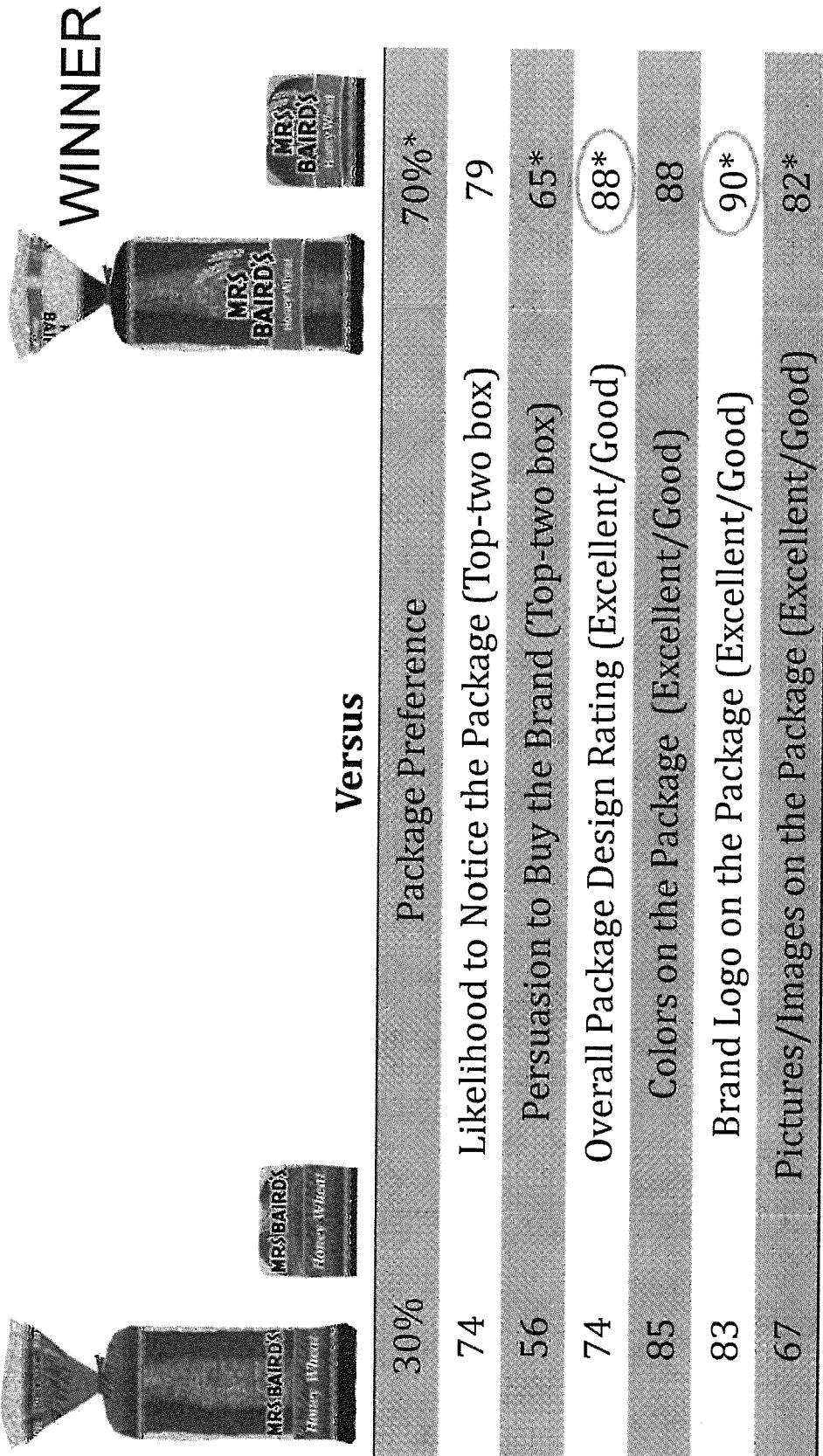


- This new package preference was true for both Honey Wheat and 100% Whole Wheat consumers, although preference for this design was a bit stronger for 100% Whole Wheat consumers.
- This package design was preferred over the current Mrs. Baird's package designs as well as the current Nature's Own design.

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Honey Wheat New Package Ratings

New Design Comparisons



Base: P2n = 234 Home-Use Honey Wheat Consumers
 Questions: P2Q45x/y. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the package?
 P2Q46x/y. If you saw this package in a store, would it persuade you to buy the brand? Based only on the brand?

you...? P2Q47x/y. What is your overall rating of the package design?
 P2Q48x/y. How would you rate this package on each of the following?
 P2Q49. Which package would most influence you in buying Mrs Baird's?

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Honey Wheat New Package Ratings New Design Comparisons

WINNER**Versus**

16%	Package Preference	84%*
76	Likelihood to Notice the Package (Top-two box)	90*
54	Persuasion to Buy the Brand (Top-two box)	66*
71	Overall Package Design Rating (Excellent/Good)	85*
75	Colors on the Package (Excellent/Good)	88*
81	Brand Logo on the Package (Excellent/Good)	92*
62	Pictures/Images on the Package (Excellent/Good)	82*

Base: P2 n = 239 Home-Use 100% Whole Wheat Consumers
 Questions: P2 Q45x/y. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the package?
 P2 Q46x/y. If you saw this package in a store, would it persuade you to buy the brand? Based only on the brand?

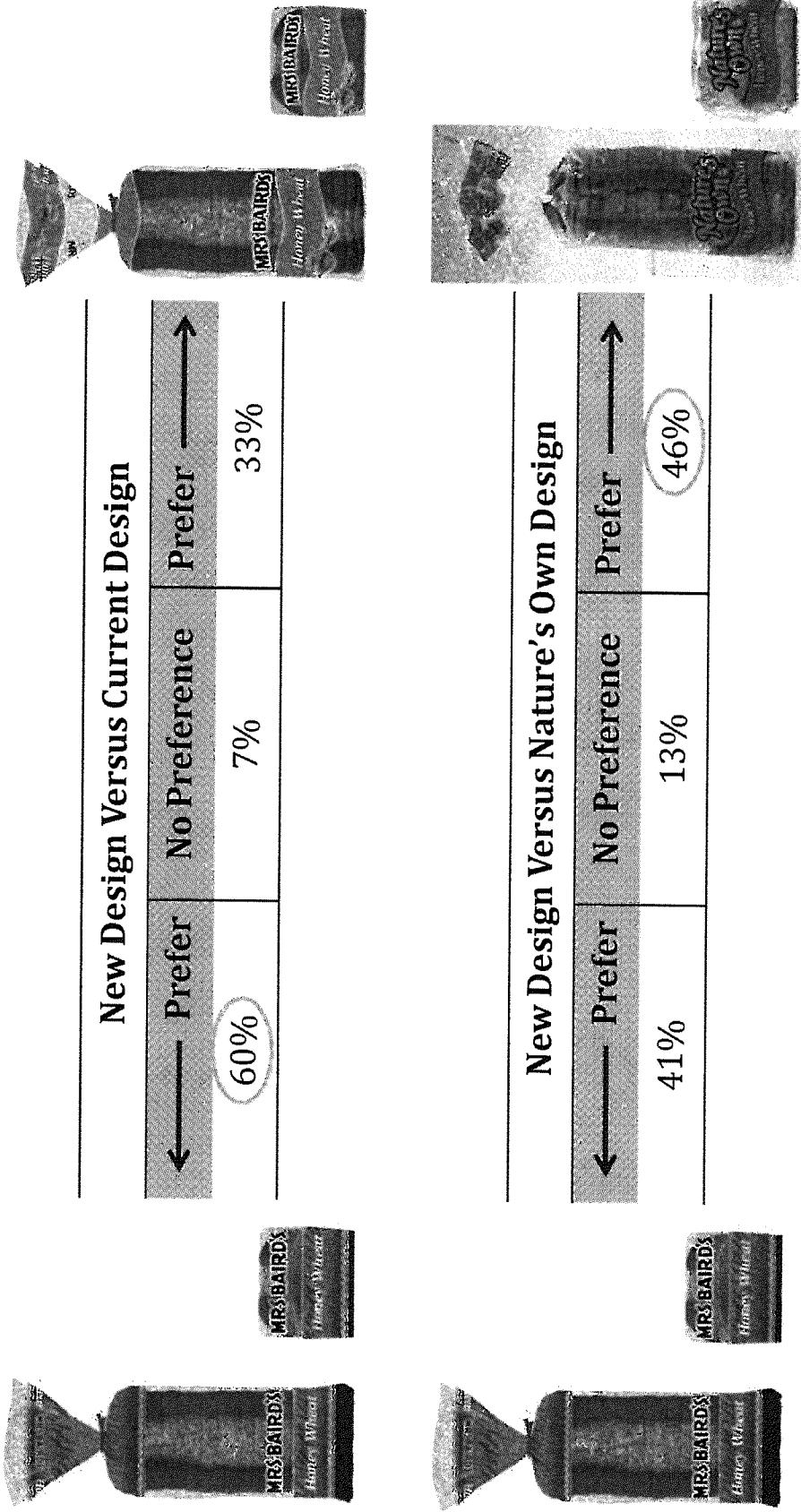
P2 Q47x/y. What is your overall rating of the package design?

P2 Q48x/y. How would you rate this package on each of the following?

P2 Q49. Which package would most influence you in buying Mrs Baird's?

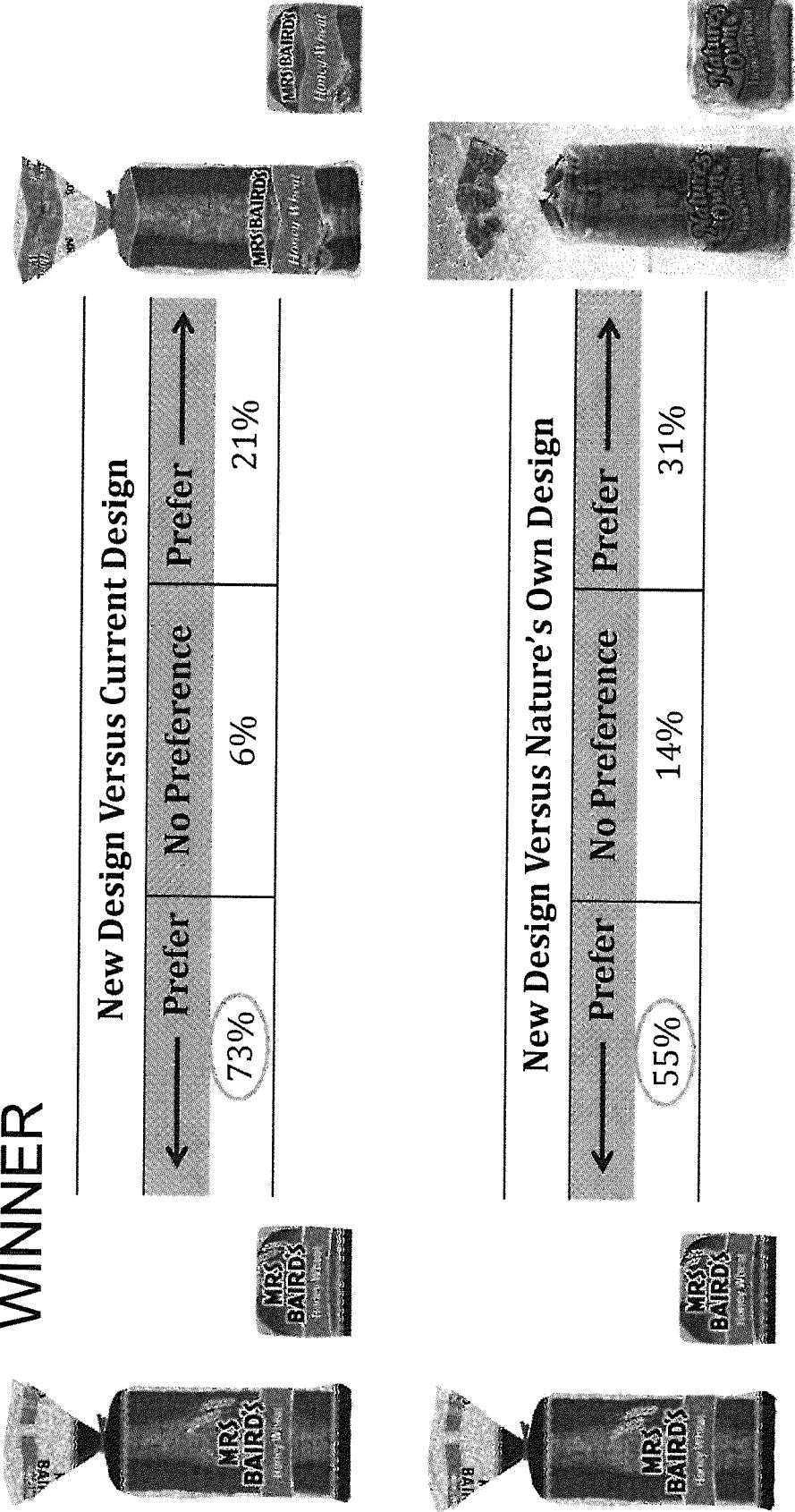
New Package Design Comparisons Versus Current Design and Nature's Own

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MRS BAIRD'S**WINNER**

New Package Design Comparisons Versus Current Design and Natures Own

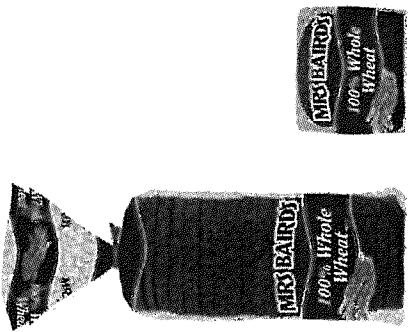


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New Package Design Comparisons Versus Current Design and Natures Own

New Design Versus Current Design

Prefer	No Preference	Prefer →
51%	18%	31%



New Design Versus Nature's Own Design

Prefer	No Preference	Prefer →
62%	7%	31%



MRS BAIRD'S

WINNER

New Package Design Comparisons Versus Current Design and Natures Own

